

FROM:

**NEWS RELEASE
COMMUNIQUE**

HALIFAX, NOVA SCOTIA

VOLVO (CANADA) LTD.
ONE PRINCE ANDREW PLACE, DON MILLS, ONTARIO
TELEPHONE 444-7371
FOR IMMEDIATE RELEASE**VOLVO EXPANDS HALIFAX PLANT AREA
PLANS INCREASED USE OF HALIFAX PORT FACILITIES**


Karl Kohler, President of Volvo (Canada) Ltd. in a statement issued here today announced that Volvo (Canada) Ltd. had increased its plant compound area by 41,000 sq. ft. and that negotiations were under way for a further 30,000 sq. ft.

At the same time, Mr. Kohler revealed that imported Volvo cars previously shipped through the ports of Montreal and Toronto will now be brought into Halifax for furtherance to market via the Canadian National Railway.

Additional use will be made of Halifax harbour facilities by Volvo as the Company plans to route Canadian and U.S. component parts intended for Volvo's European plants through the port of Halifax.

Mr. Kohler went on to say - "We have started some trial shipments of components for Sweden and, provided they can compete from a time and cost point of view, we plan to make this our regular method of exporting such material."

Volvo purchases in Canada for export to Europe have increased from \$400,000. in 1964 to just over \$4,000,000. in 1968. These exports are made up mainly of rear axles, glass, shock absorbers and radiators. Mr. Kohler said that as Volvo is particularly interested in increasing the Canadian content in its cars, this export business is bound to grow in future.



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NEWS RELEASE
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FROM: R.A. Scott-Fisher

VOLVO (CANADA) LTD.
ONE PRINCE ANDREW PLACE, DON MILLS, ONTARIO
TELEPHONE 444-7371

HALIFAX, NOVA SCOTIA:

FOR IMMEDIATE RELEASE

VOLVO SALES GAINS
PROMPT FURTHER PRODUCTION INCREASES

Volvo (Canada) Ltd. announced here today that as a result of the demand for new Volvo cars production will be increased at their Halifax plant.

Production, which is currently running at 120 cars a week, will be increased to 130 units per week at the beginning of November, and then to 140 a week at the end of January, 1969. The Halifax plant was opened in April, 1967, at which time it was producing 80 cars a week.

Volvo sales for the first nine months of 1968 have broken all records since the Company first came to Canada in 1958. Sales for this September totalled 505 vs. 326 for the same month last year, an increase of 55%. Sales for the first nine months total 5,554 compared to 4,147 for 1967. This represents an increase of 34%.

For the full year 1967, 5,388 cars were sold. Sales for 1968 are expected to top 7,000.

